



IN PARTNERSHIP WITH
SHRM[®]
BETTER WORKPLACES
BETTER WORLD™

SHRM CERTIFICATION

Competency-Based Global HR Certification Drives
Organizational Excellence and Accelerates Career Growth



What are the top 5 reasons for you to earn **SHRM Certification**?

It Can Inspire Creative Thinking

SHRM exam prep courses are designed to be truly useful in the workplace. SHRM reports that 73 percent of test-takers say the content is relevant to their jobs. Even if you're a seasoned pro, you will be amazed at the breadth of ideas you'll learn in SHRM training courses

It Can Boost Your Confidence

Demonstrating expertise (and posting those coveted SHRM credentials in your email signature) can elevate your faith in your skills. Even if your HR role does not require certification, lack of it could be hampering your self-assurance on the job. When 34 percent of HR professionals have at least one credential, according to a 2018 PayScale survey, it makes sense for you to be one of them. More important, if your aspirations go beyond your current role to the executive ranks, be aware that high-level HR managers are very likely to have a credential: 51 percent of vice presidents of HR hold a certification. So, SHRM certification can make it clear to your current and future employers that human resources is a priority to you.

It Can Help You Get a Raise

Your median pay could increase by as much as 54 percent as your certification level increases from SHRM-CP to SHRM-SCP, according to a large salary survey conducted by PayScale. PayScale survey found the median SHRM-CP certification holder reaped a 23 percent pay boost in 2018 compared to someone with no certification. SHRM-SCP holders saw an 89 percent boost in median pay in 2018. The takeaway: It pays to be SHRM-certified.

It Can Benefit Your Employer

Your manager stands to gain as much from your SHRM certification as you do because you will return to work with useful knowledge of best practices that will inform the way you handle the day-to-day business of HR, from recruitment to retention to risk management. The certifications' technical and behavioral competencies were developed with the input and research of more than 35,000 HR professionals, universities, and global organizations, so SHRM offers current, functional, and universally applicable material recognized worldwide.

It Can Accelerate Your Career

The upward trend for your career increases year over year with SHRM certification, both in salary and in promotions. According to that same PayScale survey, 82 percent of entry-level HR employees who hold a credential received a promotion in the previous five years, versus 68 percent of those without certification. Even top-level directors with at least one certification increase their odds of promotion by almost 25 percent. So, if you're gunning for a promotion or seeking a new position in human resources, SHRM certifications will move recruiters to take a keener interest in your résumé and will give you the confidence to demand what you're worth.

SHRM Body of Applied Skills and Knowledge



*US laws and regulations are applicable within USA only



What is the SHRM Body of Applied Skills and Knowledge?

For more than 70 years, the Society for Human Resource Management (SHRM) has served the human resources (HR) profession. HR professionals worldwide look to SHRM for comprehensive information and tools to help them effectively perform their jobs, develop their careers and transform their organizations. Together with SHRM, these HR professionals create better workplaces where employers and employees thrive together. In 2011, SHRM began a program of research involving thousands of HR professionals to identify the critical competencies needed for success as an HR professional. This research led to the development of the initial SHRM Competency Model, which defined eight key behavioral competencies (Leadership & Navigation; Ethical Practice; Relationship Management; Communication; Global & Cultural Effectiveness; Business Acumen; Consultation; and Critical Evaluation) and one technical competency (HR Expertise). The SHRM Competency Model represented an important advance for the field of HR by focusing on the types of behaviors that are integral for success in HR. The SHRM Body of Applied Skills and Knowledge™ (SHRM BASK™), formerly the SHRM Body of Competency and Knowledge® (SHRM BoCK®), represents the evolution of the SHRM Competency Model by further defining the knowledge areas in addition to the behavioral competencies.

The SHRM BASK was developed through a series of large-scale research studies that incorporated the viewpoints of thousands of HR professionals from around the world. It was most recently updated in 2021, and now includes nine behavioral competencies as well as one technical competency. In addition to describing the HR field, the SHRM BASK is used to define the content areas of SHRM's certification examinations: the **SHRM Certified Professional (SHRM-CP®)** exam for HR professionals in operational roles and the **SHRM Senior Certified Professional (SHRM-SCP®)** exam for senior-level HR professionals in strategic roles. The two SHRM credentials provide reliable indicators to the global business community that the credential-holder is a recognized expert and leader in the HR field with the necessary capabilities in both aspects of HR practice—competencies and knowledge—that are required for effective job performance. Further, the SHRM BASK is also the common framework for the item writers who develop SHRM-CP and SHRM-SCP exam questions, as well as individuals and organizations developing exam preparation materials. SHRM's own operations for exam development are separate and independent from its operations for study material development. SHRM observes a strict firewall between these activities to protect the integrity and credibility of the certification exams.



What are Competencies?

A competency is a group of highly interrelated knowledge, skills, abilities and other characteristics (KSAOs) that give rise to the behaviors needed to perform a given job effectively. For example, Analytical Aptitude, one of the behavioral competencies in the SHRM Competency Model, describes a group of KSAOs that include knowledge of research design, critical thinking skills and deductive reasoning abilities. These KSAOs enable HR professionals to collect, compile, analyze and interpret job-relevant data and information to support the HR function in their organizations. A competency model is a set of competencies that collectively defines the requirements for effective performance in a specific job, profession or organization.

Competencies can be either technical or behavioral. Technical competencies reflect the knowledge specific to a given profession that is required for a professional in that field to perform a particular role. Behavioral competencies, on the other hand, describe the KSAOs that facilitate knowledge to job-related behaviors.

What are Behavioral Competencies?

Leadership

LEADERSHIP & NAVIGATION	ETHICAL PRACTICE	DIVERSITY, EQUITY & INCLUSION
Leadership & Navigation is defined as the knowledge, skills, abilities and other characteristics (KSAOs) needed to create a compelling vision and mission for HR that aligns with the strategic direction and culture of the organization, accomplish HR and organizational goals, lead and promote organizational change, navigate the organization, and manage the implementation and execution of HR initiatives.	Ethical Practice is defined as the KSAOs needed to maintain high levels of personal and professional integrity, and to act as an ethical agent who promotes core values, integrity and accountability throughout the organization.	Diversity, Equity & Inclusion (DE&I) is defined as the KSAOs needed to create a work environment in which all individuals are treated fairly and respectfully, have equal access to opportunities and resources, feel a sense of belonging, and use their unique backgrounds and characteristics to contribute fully to the organization's success.

Interpersonal

RELATIONSHIP MANAGEMENT	COMMUNICATION	GLOBAL MINDSET
Relationship Management is defined as the KSAOs needed to create and maintain a network of professional contacts within and outside of the organization, to build and maintain relationships, to work as an effective member of a team, and to manage conflict while supporting the organization.	Communication is defined as the KSAOs needed to effectively craft and deliver concise and informative communications, to listen to and address the concerns of others, and to transfer and translate information from one level or unit of the organization to another.	Global Mindset is defined as the knowledge, skills, abilities and other characteristics (KSAOs) needed to value and consider the perspectives and backgrounds of all parties, to interact with others in a global context, and to promote a culturally diverse and inclusive workplace.

Business

BUSINESS ACUMEN	CONSULTATION	ANALYTICAL APTITUDE
It is defined as the KSAOs needed to understand the organization's operations, functions and external environment, and to apply business tools and analyses that inform HR initiatives and operations consistent with the overall strategic direction of the organization.	Consultation is defined as the KSAOs needed to work with organizational stakeholders in evaluating business challenges and identifying opportunities for the design, implementation and evaluation of change initiatives, and to build ongoing support for HR solutions that meet the changing needs of customers and the business.	It is defined as the KSAOs needed to collect and analyze qualitative and quantitative data, and to interpret and promote findings that evaluate HR initiatives and inform business decisions and recommendations.

What are HR Functional Competencies?

People

HR STRATEGY	TALENT ACQUISITION	EMPLOYEE ENGAGEMENT & RETENTION
<p>Involves the activities necessary for developing, implementing, managing and evaluating the strategic direction required to achieve organizational success and to create value for stakeholders.</p>	<p>Encompasses the activities involved in identifying, attracting and building a workforce that meets the needs of the organization.</p>	<p>Refers to activities aimed at retaining talent, solidifying and improving the relationship between employees and the organization, creating a thriving and energized workforce, and developing effective strategies to address appropriate performance expectations from employees at all levels.</p>
LEARNING & DEVELOPMENT	TOTAL REWARDS	
<p>The activities that enhance the KSAOs and competencies of the workforce to meet the organization's current and future business needs.</p>	<p>Refers to the design and implementation of compensation systems and benefits packages, which are used to attract and retain employees.</p>	

Organization

STRUCTURE OF THE HR FUNCTION	ORGANIZATIONAL EFFECTIVENESS & DEVELOPMENT	WORKFORCE MANAGEMENT
<p>Encompasses the people, processes and activities involved in the delivery of HR-related services that create and drive organizational effectiveness.</p>	<p>Concerns the overall structure and functionality of the organization, and involves measurement of long- and short-term effectiveness and growth of people and processes and implementation of necessary organizational change initiatives.</p>	<p>Refers to HR and initiatives that allow the organization to meet its talent needs and close critical gaps in competencies.</p>
EMPLOYEE & LABOR RELATIONS	TECHNOLOGY MANAGEMENT	
<p>Refers to any interactions between the organization and its employees regarding the terms and conditions of employment.</p>	<p>Involves the use of existing, new and emerging technologies to support the HR function, and the development and implementation of policies and procedures governing the use of technologies in the workplace.</p>	

What are HR Functional Competencies?

Workplace

MANAGING A GLOBAL WORKFORCE

Managing a Global Workforce focuses on the role of the HR professional in managing global and mobile workforces to achieve organizational objectives.

RISK MANAGEMENT

Risk Management is the identification, assessment and prioritization of risks, and the application of resources to minimize, monitor and control the probability and impact of those risks accordingly.

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) represents the organization's commitment to operate ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local and global community.



What is SHRM Certification?

SHRM Certification is examination based professional qualification. Earning SHRM Certification credential makes you a recognized expert and leader in the HR field and a valuable asset to your organization, keeping you and your organization more competitive in today's economy. This professional distinction sets you apart from your colleagues, proving your high level of knowledge and skills.



[Want To Know Which Certification Is Right For You?](#)

What is Difference between SHRM-CP & SHRM-SCP?

SHRM CERTIFIED PROFESSIONAL (SHRM-CP)

For individuals performing HR or HR-related duties or pursuing a career in Human Resources (basic working knowledge in HR is recommended). Individuals current or most recent work in HR is operational in nature (i.e., implementing policies, serving as the HR point of contact for staff, or performing day-to-day HR functions). Duties tend to be specialized versus general and have experience in HR less than 3 years.

SHRM SENIOR CERTIFIED PROFESSIONAL (SHRM-SCP)

For individuals with a work history of at least three years performing strategic level HR or HR-related duties. Individuals current or most recent work in HR is strategic in nature (i.e., develop HR policies, execute all integrated HR operations, direct the entire HR enterprise, or lead the alignment of HR strategies to organizational goals).



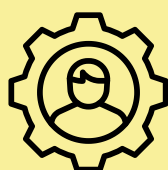
Who Should Enroll in This Course?

Individuals who perform HR duties and wish to verify, validate, enhance and/or expand their HR capabilities are likely candidates for SHRM-CP or SHRM-SCP certification. SHRM membership is not required for eligibility and individuals need not be employed at the time they apply.

Our certification preparation course is designed primarily for individuals seeking SHRM-CP or SHRM-SCP certification. Certification is a great choice for HR professionals who want to:



Increase their knowledge



Advance their skills



Earn recognition from the global community

How are HR Trainings influential for Organizational Success?

INVEST IN YOUR COMPANY AND STAFF'S FUTURE

SHRM CERTIFICATION PROVES YOUR HR TEAM HAS:

An entire organization benefits when individual HR professionals earn their SHRM Certified Professional (SHRM-CP®) or SHRM Senior Certified Professional (SHRM-SCP®) certification. These credentials are built on the SHRM BASK™, which defines the standards for knowledge, strategies and competencies required for effective HR professionals around the world.

- The ability to think strategically and perform effectively.
- The most current and relevant HR knowledge.
- A unique emphasis on HR competencies.
- The skills necessary to apply best practices for immediate impact.
- State-of-the-art credentials from the world's largest HR membership organization.



HR Leaders view their SHRM-certified employees as better prospects for leadership opportunities and as individuals who are invested in the success of the organization.

As an official SHRM Education Partner, our certification prep course utilizes the 2025 SHRM Learning System, giving you access to the most effective and up-to-date exam preparation tools available. Long after the course is finished, SHRM Learning System materials will serve as a valuable resource to provide answers to a wide range of HR challenges.



Training your staff with HR Metrics's course can save time, simplify implementation and increase the effectiveness of the training. Our certified instructors have HR experience to help students learn faster, retain more knowledge and prepare to pass the exam. Upon completion, students will be prepared to sit for the SHRM-CP/ SHRM-SCP with confidence. All students will sharpen their knowledge and practical, real-life competencies to make an immediate impact in your organization.

Choose Expert Leadership and Guidance

HR Metrics is pleased to offer cost-effective, convenient and customizable options for preparing some or all of your HR staff for SHRM Certification. Training can be held on-site at your location or in one of our classroom courses.



HOW WE PREPARE OUR PROFESSIONALS?

By combining the 2025 SHRM Learning System with structured teaching, classroom discussions and online tools, we keep participants on track to pass the exam.

The instructor-led learning option is ideal for those who prefer a structured environment with a live, SHRM-certified instructor. Classroom, virtual or hybrid options are offered throughout the year and each option includes the SHRM Learning System, the official SHRM cert prep tool. The curriculum is based on the [SHRM Body of Applied Skills and Knowledge™ \(SHRM BASK™\)](#), reinforced by the SHRM Learning System, and delivered in an interactive learning environment.

Preparation Tools Designed for Success



PERSONALIZED LEARNING

Maximize your time and exam readiness by following three steps to success: Assess, Study and Pass.

ULTIMATE FLEXIBILITY

We know your schedule can be busy and unpredictable. The system's bite-sized content topics make it easy to study, whether you've got a few minutes or a few hours.

EXAM READINESS

Cap off your studies with the Practice Exam. You'll get actual, retired exam questions, a report to break down your scores and a document designed to help you interpret and learn from your unique results.

TACTILE LEARNING OPTION

Keep your newfound knowledge at your fingertips by adding printed learning modules. Additional fee plus shipping applies.

What are the Benefits of SHRM Certification to the Employer?

1. The SHRM certification program was created to meet the needs of employers worldwide, driving business through the globally recognized competencies for HR professionals around the world. This is achieved through critical thinking, practical application and real-world experience.
2. It demonstrates that your HR professionals have mastered the application of HR technical and behavioral competencies.
3. Certification prepares your HR staff to assume greater leadership roles and contribute to strategic direction of your organization.
4. Exam preparations helps HR professionals bring new ideas to your organization that will help drive success.
5. It helps create a common HR languages that optimizes consistency and effectiveness.





What are the Benefits of SHRM Certification to the Employee?

1. Inculcates business acumen in HR.
2. Makes HR professionals think more strategically.
3. Demonstrates employees' commitment to HR.
4. Ensures employees' HR knowledge is up to date.
5. Increases employees' confidence in their ability to do the job.
6. Shows the organization takes HR seriously.
7. Gives employees greater trust and confidence in the HR department.
8. Helps in hiring, promotion and job security.
9. Professional accredited HR Credentials valued by business communities.
10. Strengthens resume.
11. Facilitates networking with HR professionals worldwide.
12. Allows you to put the letters after your name.
13. Is good for the reputation of the organization.

Info graphics

SHRM Certification by Professional Levels


SHRM-SCP
48%

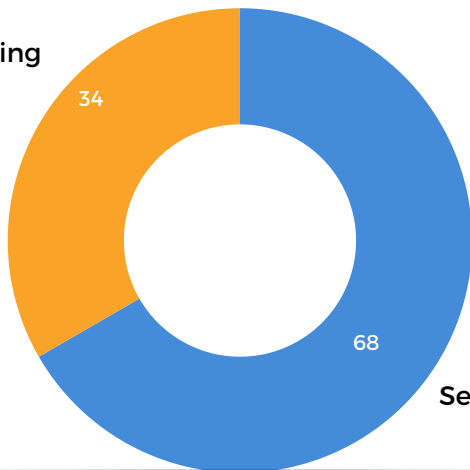



SHRM-CP
52%

SHRM Certified by Industries

● Service Sector
● Manufacturing

Manufacturing
33.3%

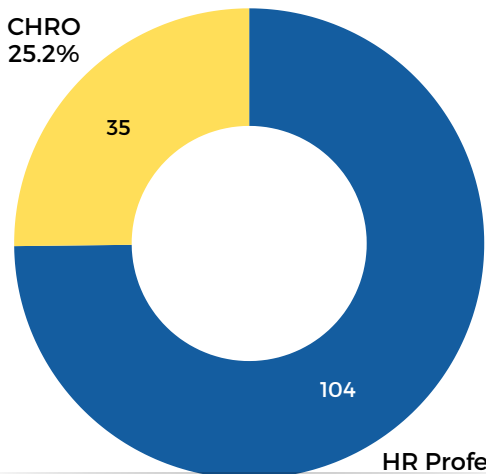


Service Sector
66.7%

SHRM Certification by Professional Levels

● HR Professionals
● CHRO

CHRO
25.2%



HR Professionals
74.8%

2025 FALL SESSION

Want to learn more about what we offer?

Fall 2025 Course: 18 Oct 2025 - 24 Jan 2026

Total 15 Sessions, each containing 3 hours of learning
Every Sat from 10 am to 1 pm (Pakistan Time UTC +5.00)

Total Learning Hours: 45

Learning Package include:

- Access to SHRM Learning Management System 2025
- Digital books, Tuition Classes by qualified instructor
- Certificate of Participation
- Mock practices on retired exam questions



First Test Window: 1 May - 15 Jul 2025

Second Test Window: 1 Dec 2025 - 15 Feb 2026

Application Accepted

Deadline

January 3, 2025

May 16, 2025

Application Accepted

Deadline

June 4, 2025

Dec 17, 2025

Exam Application deadline close at 11.59 PM,ET.

SHRM Preparatory Course Fee

	Early Bird (\$) Valid till 31 May 2025	Regular Fee (\$)
SHRM Member/ HR Metrics Alumni	1,450	1,650
Become a SHRM Member	1,600	1,800
Non Member	1,650	1,850

SHRM Exam Fee

	SHRM-CP (\$)	SHRM-SCP (\$)
SHRM Member	495	595
Non Member	595	695

- Exam is conducted in 8,000 testing centers of Prometrics around the world including Karachi, Lahore and Islamabad.

PREPARATORY COURSE FEE

CORPORATE PACKAGE

Become SHRM Member

Number of Participants	Regular Fee Per Person	Discount Per Person	Discounted Fee Per Person	Discounted % Per Person
Up to 5	US \$ 1800	US \$ 50	US \$ 1750	3%
6-10	US \$ 1800	US \$ 100	US \$ 1700	6%
11-15	US \$ 1800	US \$ 150	US \$ 1650	9%

- GST will be applicable.
- Exam fee is separate, directly payable to SHRM.

Non Member

Number of Participants	Regular Fee Per Person	Discount Per Person	Discounted Fee Per Person	Discounted % Per Person
Up to 5	US \$ 1900	US \$ 50	US \$ 1850	3%
6-10	US \$ 1900	US \$ 100	US \$ 1800	6%
11-15	US \$ 1900	US \$ 150	US \$ 1750	8%

- GST will be applicable.
- Exam fee is separate, directly payable to SHRM.

SHRM CERTIFICATION PREPARATION TOOL KIT COMPRISES OF



SHRM e-Books



SHRM Learning Management System

- 4 comprehensive learning modules available in print and e-reader formats. 18 months' access to an Interactive Online Learning center with assessments, study plans, and practice questions based on the SHRM Body of Applied Skills and Knowledge (BASK™) tested on SHRM-CP and SHRM-SCP exams
- Designed for Adult Learners
- Smart Study Tool
- Tests (including knowledge and SJT questions)
- E-reader modules
- Flashcards and glossart
- Learning Resource Center
- Individual and group reporting of study analytics



45 hours of Expert-led Instruction

- 2500+ practice questions for exam
- 1 week of comprehensive Mock exams covering all competencies



Certificate of Participation

TESTIMONIALS



“ I discovered SHRM-SCP through an overseas colleague and was intrigued by its structured approach to HR. This certification not only deepened my technical expertise but also strengthened my ability to navigate organizations, align HR functions with business strategy, and lead with impact. The journey was enriched by diverse peer interactions and expert coaching from HR Metrics, whose dedication made international HR certification more accessible in Pakistan. I highly recommend SHRM-SCP to experienced HR professionals seeking to elevate their skills and advance their careers. ”

Darrel Jacob

Director People Excellence
K-Electric Ltd



“ Though I had a great privilege to serve in many global brands, but the kind of learning that I found in SHRM-Senior Certified Professionals contents, particularly the HR Strategy alignment with business strategy, I realized that I have filled a great vacuum by qualifying this exam. Attempting the real-life situational judgement questions during the examination and passing the examination gave me an immense added advantage to add better value to the business. ”

Kaifee Siddiqui

Former Group Head HR
Packages Group



“ I am hoping my SHRM certification will be able to take on more challenging responsibilities and tasks. ”

Cynthia Lili Chen

Assistant Manager HR
China Power Hub Generation Company (Pvt.) Ltd.

FREQUENTLY ASKED QUESTIONS

(FAQS)

▶ **Can I earn recertification credits taking this course?**

If you have already earned the SHRM Certification you can obtain up to 36 professional development credits (if you are attending this program for professional development only).

▶ **Can I ask the instructor questions during the online sessions?**

Yes, you can ask questions from instructor during online sessions.

▶ **How do I attend a class?**

Classes will be held online via Zoom.

▶ **How long is the course?**

Fall 2025 Course: 18 Oct 2025 - 24 Jan 2026. Total 15 sessions, each containing 3 hours of learning. Every Sat from 10 am to 1 pm (Pakistan Time UTC +5.00).

▶ **If I miss an online session will I be able to watch a recording?**

No, you will not be able to watch the recording If you miss an online session.

▶ **Is the SHRM exam included with this course?**

This course does not include the final exam or exam fee. Practice exams are included.

▶ **What if I already own the SHRM Learning System?**

Contact us to find the best learning options for you.

▶ **Do I need to purchase the SHRM Learning System separately?**

No. The SHRM Learning System is included with this program. There are no additional costs.

Top International Education Partner of 2022

SHRM[®]
BETTER WORKPLACES
BETTER WORLD™

HOLMES
CORPORATION

CERTIFICATE OF RECOGNITION

is hereby presented to

The HR Metrics

Top International
Education Partner

2022 SHRM Learning System

Johnny C. Taylor



President & CEO
SHRM

Mary Beth Anderson



President & CEO
Holmes Corporation

Instructor



DR. SITWAT HUSAIN
CEO
OptivizeHR

Dr. Sitwat Husain is the CEO of OptivizeHR, where he leads the charge in delivering innovative, tailored HR solutions designed to align workforces with organizational goals. Under his leadership, OptivizeHR focuses on trust, collaboration and excellence, fostering leadership development and delivering measurable results.

Dr. Sitwat Husain is a globally recognized leader in human capital management with over 30 years of experience spanning 25+ countries. He has worked with top organizations across banking, pharmaceuticals, insurance and engineering, including serving as the Global Head of HR at Habib Bank AG Zurich, where he spearheaded transformative initiatives to drive talent strategies, foster high-performance cultures, and optimize workforce engagement.

With a double major in Business Administration specializing in HR and Marketing, Dr. Sitwat brings a strategic approach to HR. As a certified trainer for SHRM-USA and HCI-USA, he has trained over 100 HR professionals, many of whom have advanced to leadership positions in prestigious organizations.

Dr. Sitwat's 12-year tenure on the HR Committee of the Board at LUMS, Pakistan's leading university, underscores his dedication to bridging the gap between academia and industry.

Beyond his professional achievements, he is passionate about mentoring young professionals, championing diversity and inclusion, and driving positive societal impact through HR practices. A sought-after speaker at national HR forums, Dr. Sitwat shares invaluable insights on the future of work, leadership, and cultural transformation.

Instructor



UMER RAZA BHUTTA
CEO
Abundance Business and Consulting

Umer has 25 years of Experience in People Profession and currently is CEO of Abundance Consulting.

He is involved in organizational development, restructuring, business improvement, training & development, coaching and hiring projects of different public, private and donor funded organizations including United Nations (Women Empowerment program), USAID (HR Policy and Organizational Restructuring), GIZ (productivity enhancement, organizational restructuring including org. chart) UNICEF (institutional restructuring), Serena Hotels Pakistan, Crescent Bahuman Ltd., The Urban Unit, Stewart Pakistan Pvt. Ltd., Govt. Holding Pvt. Ltd., Thal Corporation and Almoiz Industries, TexPak Pvt. Ltd, Coca Cola Beverages Pakistan Ltd. Lahore & Gujranwala Plant, Honda Atlas Cars, Looptex Pvt. Ltd., Sitara Chemical Industries, Orange Line Metro Lahore etc.

He is authorized Trainer, Consultant and Coach for National Business Development Program for SMEs and for National Productivity Organization Ministry of Industries Govt. of Pakistan and approved instructor for SHRM certifications in Pakistan.

He is author of four books including 1) "CHOOSE OR BE CHOSEN" (published 2007, 2) "CHAHAT" (The Want) (published 2018) 3) "JOBS" (Published 2022) and "BECOMING AN ENTREPRENEUR" (in publication).

About CEO- HR Metrics



ZAHID MUBARIK SHRM-SCP, GPHR, SPHRI
CEO HR Metrics
President SHRM Forum Pakistan
SHRM Partner Pakistan
Founding Member ISO Geneva Technical
Committee 260 for HR Standards
Former Member Pakistan Stock Exchange
ESG Task Force

Zahid Mubarik is an internationally acclaimed visionary thinker, writer, speaker, thought leader and influencer on human capital analytics, diversity and inclusion. He is the SHRM Partner Pakistan and founding member of ISO Geneva Technical Committee 260 for developing HR global Standards. He actively took part in ISO in-person meetings for developing global HR Standards, organized by American National Standards Institute (Washington DC), British Standards Institute (London), Standards Australia (Melbourne), The Royal Netherlands Standardization Institute (Rotterdam), Association Française de Normalization (Paris), Singapore Standards Council (Singapore), The National Standardization Agency of Indonesia (Bali) and UNI-Ente Nazionale Italiano di Unificazione (Milan), Canada Standards (Montreal) and Japan Standards (Tokyo).

Zahid served as Global Chair of ISO Working Group on HR Metrics Standards. During his leadership, ISO published two global HR standards including ISO30410: Impact of Hire and ISO30411: Quality of Hire. He also served as member of Working Group developing ISO30414: Guidelines for Internal and External Human Capital Reporting. He facilitated certification of 950+ consultants and practitioners worldwide on ISO 30414 with a heavy concentration in Tokyo Japan. He collaborated with HC Produce Inc Tokyo in certification of 2 companies in Japan on ISO 30414. Zahid has the honour of being a distinguished speaker in international conferences and seminars on human capital analytics at Las Vegas, Beijing, Moscow, Baku, Hanoi, Dubai and Abu Dhabi. His analytical papers and expert talks have been featured by national and international media including CNBC, DAWN, Business Recorder, Business Plus TV, Gulf Economist and Microfinance Gateway World Bank Washington.



ABOUT HR METRICS



HR Metrics is a leading provider of consulting and innovative advisory solutions in the areas of sustainable people analytics, professional competencies and inclusion strategies, dedicated to transforming how organizations manage their workforce. Through advanced HR standards and analysis tools, HR Metrics enables businesses to make informed decisions by optimizing workforce productivity, impact and ROI.

SHRM CERTIFIED PROFESSIONALS

GLOBAL



Kamran Mustafa Siddiqui
Global Human Resource Director
FINCA Impact Finance
UK



Sana Javed
Director Global Performance Management,
Center of Excellence (CoE)
Wartsila Pakistan (Pvt) Ltd.
Canada



Farhan Samji
Director of Business Operations
Hospitality Advisers Group
Canada



Rabia Mehboob
Corporate Director of HR
Blue Sky Hospitality Solutions
USA



Tsuyoshi Hara
Director of Human Resource Department
Japan International Cooperation Agency
Japan



Kamran Hussain
Employee Relations Lead-HR
Qatar Fabrication Company
Qatar



Rahim Kabani
Human Resources Manager
Cosmetica Laboratories Inc
Canada



Farhan Ur Rehman
Manager Total Rewards,
Workforce Planning & Policy
SEHA - Abu Dhabi Health Services Co.
UAE



Fumie Nakao
HR Operations Manager
Mercari
USA



Nauman Tariq
HRBP/HR Consultant
Confidential
UAE



Caroline Ngina Muoki
Specialist HR
Aga Khan University Kenya



Rashed Amin
Manager - Organization & System Development
ABANA Enterprises Group Co.
Saudi Arabia



Syeda Rida
Associate Human Resource Generalist
Canonical
Canada



Saniya Hassan
Advisor
The TJX Companies
USA



Sameea Pervez Ali
Talent Attraction Consultant
Grant Thornton LLP
Canada



Joyce Gitau
Specialist HRBP
Aga Khan University
Kenya



Mohammad Faheem
PPE Sales & Sourcing Executive
TECHNOAVIA
UAE



Aqsa Rustam
People Experience Advisor
Mondelēz International
Canada



Anita Ansari
Key Account Manager
SPERTON - Where Great People Meet
USA



Furrukh Ismail
HR Professional
Oman



Syed Taha Amjad
HR Consultant
UAE



Anam Janjua
Happiness Life Coach
Destiny Trainers
Australia



SHRM CERTIFIED PROFESSIONALS

PAKISTAN



Dr. Sitwat Husain

CEO
OptimizeHR
Pakistan



Zahid Ali Mubarik

SHRM-SCP, SPHRI, GPHR
CEO
HR Metrics
Pakistan



Umer Raza Bhutta

CEO
Abundance Business
and Consulting
Pakistan



Sadaf Hatif

Director & CEO
HRSG - Innovative
Business Solutions
Pakistan



Maheen Qaiser

Owner
Beri & Coral
Pakistan



Syed Farhat Ali Bokhari

Vice President
Abacus Consulting
Pakistan



Junaid Jumani

CHRO
AGP Limited and
OBS AGP (Pvt.) Limited
Pakistan



Shahma Zahid

Chief Human
Resources Officer
Greenstar Social
Marketing (G)
Pakistan



Mehwish Owais

Chief Human Resources
The Hive
Pakistan



Sohail Rizvi

Chief Learning Officer
Inside Out Transformation
Pakistan



Syeda Fizza Batool

Global Head of People
and Culture
CodeNinja Inc.
Pakistan



Mukham Wali Khan

Global Human Resources
Business Partner
Aga Khan Agency
for Habitat
Pakistan



Fizza Saeed

Senior Global People
Business Partner
DigitalOcean
Pakistan



Munira Moiz Muhammad

Head Senior HRBP (Global)
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